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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/917,792	07/31/2001	Alan D. Gould	50442.010200	9535
22191	7590	09/20/2007		
GREENBERG TRAURIG, LLP			EXAMINER	
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MCLEAN, VA 22102				
			ART UNIT	PAPER NUMBER
			3622	
			NOTIFICATION DATE	DELIVERY MODE
			09/20/2007	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

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<b>Office Action Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/917,792	GOULD ET AL.	
	<b>Examiner</b>	<b>Art Unit</b>	
	Raquel Alvarez	3622	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

#### Status

- 1) Responsive to communication(s) filed on 13 August 2007.
- 2a) This action is FINAL.                    2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

#### Disposition of Claims

- 4) Claim(s) 1-24 and 26 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-24 and 26 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

#### Application Papers

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

#### Priority under 35 U.S.C. § 119

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
1. Certified copies of the priority documents have been received.
2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

#### Attachment(s)

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
 Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_.

## DETAILED ACTION

1. This office action is in response to communication filed on 8/13/2007.
2. Claims 1-24 and 26 are presented for examination.

### Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

3. Claims 1-5, 8, 10-15, 26 are rejected under 35 U.S.C. 102(b) as being anticipated by Von Kohorn (5,759,101 hereinafter Von Kohorn).

With respect to claims 1, 3, 8, 10, 11, 26 Von Kohorn teaches a method of conducting an incentivized trivia contest to increase the effectiveness of advertising (col. 44, lines 55 to col. 45, lines 1-5). Storing in a computer system a set of trivia questions relating to advertising content (col. 44, lines 55 to col. 45, lines 1-5); additionally storing in said computer system a second set of trivia questions relating to show content (col. 2, lines 42-59); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 3, lines 44-46, col. 16, lines 16-19 and col. 44, lines 55-62); selecting a subset of said first and second trivia questions to ask a member (Figure 28); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium (Figure 28, 842); scoring said member's performance in response to said

subset of trivia questions (Figure 28, 838); providing incentives to said member based upon results of said scoring (Figure 28, 844).

With respect to claim 2, Von Kohorn further teaches storing data indicative of which advertising airs in conjunction with said broadcast (i.e. certain commercial may be aired for various product and/or services targeted or tailored to the viewing audience)(col. 3, lines 44-46 and col. 16, lines 16-19).

With respect to claims 4-5, Von Kohorn further teaches that the broadcast comprises radio broadcast and a network connection (col. 7, lines 11-34).

With respect to claim 12, Von Kohorn teaches a method of using a user profile to conduct a trivia contest (col. 135, lines 5-27). Storing in a computer system a set of trivia questions relating to advertising content (col. 44, lines 55 to col. 45 lines 1-5); storing in said computer system a second set of trivia questions relating to show content (col. 2, lines 42-59); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 44, lines 55-62); selecting a subset of said first and second trivia questions to ask a member (Figure 28); storing in said computer system a demographic profile of at least one member (i.e. the respondent's gender, residence, income etc. is collected and stored in order to limit respondents to the desired groups)(col. 135, lines 5-27); using said demographic profile

top select a subset of said first and second trivia questions to ask said member (col. 135, lines 5-27); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium (Figure 28, 842).

With respect to claim 13, Von Kohorn further teaches that the broadcast comprises radio broadcast and a network connection (col. 7, lines 11-34).

With respect to claims 14-15 Von Kohorn teaches a method of determining advertising performance and product placement (col. 44, lines 55 to col. 45, lines 1-5). Storing in a computer system a set of trivia questions relating to advertising content (col. 44, lines 55 to col. 45, lines 1-5); storing in said computer system a second set of trivia questions relating to show content (col. 2, lines 42-59); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 3, lines 44-46, col. 16, lines 16-19 and col. 44, lines 55-62); selecting a subset of said first and second trivia questions to ask a member (Figure 28); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium (Figure 28, 842); and determining advertising performance and product placement based upon said member's answers to said subset of trivia questions (i.e. advertisement's performance is determined based upon member's recall to the questions related to the goods or services presented) (col. 44, lines 55 to col. 45, lines 1-5).

**Claim Rejections - 35 USC § 103**

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 6-7, 9, 16-24 and rejected under 35 U.S.C. 103(a) as being unpatentable over Von Kohorn in view of Official Notice.

Claims 6 and 7 further recite wherein said network comprises an Internet connection. Von Kohorn teaches that the broadcast is via a network connection (col. 7, lines 11-34). Von Kohorn doesn't specifically teach that the network comprises an Internet connection. Official notice is taken that it is old and well known in the computer network arts to use Internet connection because such a modification facilitates communication around the world. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included for said network to have comprised Internet connection in order to obtain the above mentioned advantage.

Claim 9 further recites that the communication medium comprises a set-top box. Official notice is taken that set-top boxes are old and well known to be used to perform computing functions that don't require much computing power at a fraction of the cost of a full computer. It would have been obvious to a person of ordinary skill in the art at the

time of Applicant's invention to have included a set-top box in order to obtain the above mentioned advantage.

With respect to claims 16-19, Von Kohorn teaches a method of the effectiveness of advertising (col. 44, lines 55 to col. 45, lines 1-5). Storing in a computer system a set of trivia questions relating to advertising content (col. 44, lines 55 to col. 45, lines 1-5); storing in said computer system a second set of trivia questions relating to show content (col. 2, lines 42-59); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 3, lines 44-46, col. 16, lines 16-19 and col. 44, lines 55-62); selecting a subset of said first and second trivia questions to ask a member (Figure 28); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium (Figure 28, 842); scoring said member's performance in response to said subset of trivia questions (Figure 28, 838); providing incentives to said member based upon results of said scoring (Figure 28, 844).

With respect to creating a report indicative of effectiveness of said advertising content based at least in part on said member's responses and demographic profiles. Von Kohorn teaches effectiveness of advertisements/commercials based on member's responses and maintaining demographic profiles on the members (col. 44 lines 55 to col. 45, lines 1-5 and col. 135, lines 5-27). With respect to preparing a report. Official notice is taken that it is old and well known to prepare a report on information gathered

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because such a modification would provide a detailed account of the information. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included creating a report indicative of effectiveness of said advertising content based at least in part on said member's responses and demographic profiles in order to obtain the above mentioned advantage.

With respect to claim 20, Von Kohorn teaches a method of conducting an incentivized trivia contest to increase the effectiveness of advertising content, determine advertising content performance, and determine show content performance (col. 135, lines 5-27). Storing in a computer system a set of trivia questions relating to advertising content (col. 44, lines 55 to col. 45 lines 1-5); additionally storing in said computer system a second set of trivia questions relating to show content (col. 2, lines 42-59); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 44, lines 55-62); selecting a subset of said first and second trivia questions to ask a member (Figure 28); storing in said computer system a demographic profile of at least one member (i.e. the respondent's gender, residence, income etc. is collected and stored in order to limit respondents to the desired groups)(col. 135, lines 5-27); using said demographic profile to select a subset of said first and second trivia questions to ask said member (col. 135, lines 5-27); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium (Figure 28,

842); ); scoring said member's performance in response to said subset of trivia questions (Figure 28, 838); providing incentives to said member based upon results of said scoring (Figure 28, 844).

With respect to using answers from the first and second sets of trivia questions to create a report indicative of effectiveness of said advertising content. Von Kohorn teaches effectiveness of advertisements/commercials based on member's responses (col. 44 lines 55 to col. 45, lines 1-5) . With respect to preparing a report. Official notice is taken that it is old and well known to prepare a report on information gathered because such a modification would provide a detailed account of the information. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included creating a report indicative of effectiveness of said advertising content based at least in part on said member's responses to the first and second set of trivia questions in order to obtain the above mentioned advantage.

With respect to claims 21-24, Storing in a computer system a set of trivia questions relating to content of a broadcast (col. 44, lines 55 to col. 45, lines 1-5); associating said first and second sets of trivia questions with a broadcast of said advertising content along with said show content (i.e. questions may be asked in conjunction with the broadcast commercial and program (col. 3, lines 44-46, col. 16, lines 16-19 and col. 44, lines 55-62); transmitting said subset of trivia questions to said member and receiving said member's responses thereto via a communication medium

(Figure 28, 842); scoring said member's performance in response to said subset of trivia questions (Figure 28, 838).

With respect to creating a report indicative of at least one broadcast performance factor comprising at least one recall, understanding and likeability and transmitting said report to a client. Von Kohorn teaches that the broadcast performance factor comprises recall, understanding and likeability of the broadcast content presented (col. 44 lines 55 to col. 45, lines 1-5 and col. 135, lines 5-27). With respect to preparing a report. Official notice is taken that it is old and well known to prepare a report on information gathered because such a modification would provide a detailed account of the information. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included creating a report indicative of effectiveness of said advertising content based at least in part on said recall, understand and likeability and transmitting the report to said client in order to obtain the above mentioned advantage.

**Response to Arguments**

5. Applicant argues that Von Kohorn doesn't teach storage of questions in a computer system, a first set of questions relating to show content and advertising content. The Examiner disagrees with Applicant because in Von Kohorn it clearly states on col. 2, lines 52-55, "**In the event of questions or similar tasks... may be recorded prior to transmission**", in addition on col. 3, lines 44-46, it teaches questions related to products advertised. In addition, since Von Kohorn teaches displaying the questions on

electronics boards or computerized display means, the questions must be read from somewhere in order for the questions to be displayed on the electronic board or electronic display. Also, since, Von Kohorn teaches recording the responses to see if they match the correct answers then the questions itself must be stored in order for the system to determine if the answers corresponds to the questions being asked.

6. Applicant argues that Von Kohorn doesn't teach selecting a subset of the first and seconds sets of trivia questions to ask the member, The Examiner disagrees with Applicant because and on col. 16, line 39, " The terms "multipart task" or "multipart question" are intended to include any situations, such as questions, tasks and puzzles, in which a contestant is required to provide chronologically spaced responses related to a common question, task, puzzle, or subject matter requiring an action by the contestant. Such a task may include so-called umbrella or omnibus questions comprising sub-groups, contingent questions (e.g. "if the answer is "true", then proceed to . . . ) and sub-questions derived from a parent question.

7. Applicant argues that replacing a "network of broadcasting stations" with an Internet connections was not well known in the art at the time of the invention or more than one year prior to Applicant's filing date. The Examiner disagrees with Applicant because Applicant's filing date claims priority to 7/31/2000 and the Internet was well known and widely used more than 1 year prior to Applicant's filing date.

8. With respect to Applicant's arguments that Von Kohorn has nothing to do with increasing the effectiveness of advertising or determining advertising performance. The Examiner respectfully disagrees with Applicant because Von Kohorn teaches on col. 44,

lines 55 to col. 45, lines 1-5, questions directed to televisions advertisements or commercials in order to measure member's recall of the product or services being advertised.

9. In response to applicant's argument that the examiner's conclusion of obviousness is based upon improper hindsight reasoning, it must be recognized that any judgment on obviousness is in a sense necessarily a reconstruction based upon hindsight reasoning. But so long as it takes into account only knowledge which was within the level of ordinary skill at the time the claimed invention was made, and does not include knowledge gleaned only from the applicant's disclosure, such a reconstruction is proper. See *In re McLaughlin*, 443 F.2d 1392, 170 USPQ 209 (CCPA 1971).

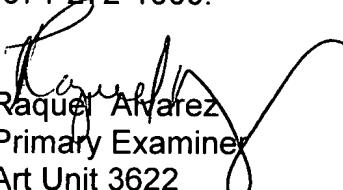
10. With respect to Applicant's arguments that in order to show obviousness, all limitations must be taught by the prior art. The Examiner wants to point out that Von Kohorn in combination with the Official Notices taken teaches the limitations of the instant claims.

**Point of contact**

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Raquel Alvarez  
Primary Examiner  
Art Unit 3622

R.A.  
9/10/2007